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## .cpa Domains Client Success Story

# “.CPA stands for something important”

Once Stephanie Smith, Marketing and Communications Specialist for Bober Markey Fedorovich (BMF), an Ohio-based Top 200 firm, learned through a CPA.com webinar that the .CPA domain was coming, she knew exactly what she needed to do. “When I saw how it was going to work, why .CPA was being offered, and what it would take for us to move forward, I saw how important it could be to our firm,” says Smith. BMF leadership quickly realized the potential benefits that the .CPA domain could bring the firm and wanted to activate those benefits as soon as possible. “For us, it came down to four key points,” says Smith:

- **Exclusivity:** “The .CPA domain is reserved only for the profession, and that really means something to us. When you get an email from a .com address, it could come from anybody, for example. With .CPA, it stands for something important.”
- **Branding:** “We knew that the .CPA domain would add credibility to our name and brand at the very first glance from a client or prospect.”
- **Rapid technological change:** “We know other industries are doing this, so that just like .gov, .mil, and .edu, their audiences recognize their legitimacy from the start. We wanted to embrace this change immediately.”
- **Demographic shifts:** “Both our employees and clients are getting younger – and we believe they’re increasingly going to look for exclusive, restricted domains like .CPA to signal trustworthiness.”

BMF was able to secure their preferred domain address – [www.bmf.cpa](http://www.bmf.cpa) – and are already enjoying the benefits they anticipated. Smith says that for other firms considering making the move to a .CPA domain, it’s worth it: “It’s right for any firms applying for the new domain – you know there aren’t going to be cybersquatters, people sitting on urls that won’t be used... it made a lot of sense for us and I think it’s worth it for any firm.”

To see the amazing work BMF has done with their .CPA domain, visit them at [www.bmf.cpa](http://www.bmf.cpa). To apply for your firm’s preferred domain address now, get started at [domains.cpa](http://domains.cpa).



– **Stephanie Smith**  
Marketing and Communications  
Specialist



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**Niches served:** Variety of industries including construction and real estate, international business, private equity, non profit and more.